

# SHOP W STYLE @THE MEATPACKING DISTRICT

Welcome to Shop W Style.

Take to the streets of the Meatpacking District with W. Check out in-store events and amazing offers at over 40 retail destinations—all listed inside.

Plus, visit the Shop W Style Lounge at The Standard, New York (69 Little West 12th Street at Washington) to:

- Register for a W Fashion Forum event, hosted by W Fashion Editor Treena Lombardo
- Sign up for a Style Session at HUGO BOSS
- Check out the new Kate Moss for Longchamp collection
- Enjoy a make-up application by Shiseido
- Be among the first to shop the new Tacori 18k925 collection
- Book a W stylist-on-demand for a personal shopping tour
- Pick up a W shopping bag and more

For more information and advance booking of select appointments and events, go to: [www.wdesires.com/shopwstyle](http://www.wdesires.com/shopwstyle).



# HAPPENINGS

## W SHOP W STYLE LOUNGE AT THE STANDARD HOTEL, NEW YORK

69 Little West 12th Street (at Washington)

Featuring Kate Moss for Longchamp, Shiseido and Tacori 18k 925

- 1 202/Nicole Farhi**  
75 Ninth Avenue (15th & 16th)  
Join Nicole Farhi to toast spring at 202. Enjoy champagne cocktails, gifts with purchase and 15% off select items.
- 2 Abingdon 12**  
613 Hudson Street (Jane & 12th)  
Receive 15% off shop and gallery items, and enjoy complimentary cocktail punch from 1-6pm.
- 3 ADAM**  
678 Hudson Street (13th & 14th)  
Join ADAM for a glass of wine and artisanal cheese tasting from Chelsea Market's very own, **Lucy's Whey** from 1-3pm. Plus, receive 15% off all in-store items from 12-8pm.
- 4 Annelore**  
636 Hudson Street (Horatio & Jane)  
Come meet designer Juliana Cho and in-house stylist, Robin Hutchins, as they introduce the Spring 2010 collection and help you shop your new spring look. 11am-6pm.
- 5 Artsee Eyewear**  
863 Washington Street (13th & 14th)  
Enjoy cocktails and a mug of Hot Chocolate Cortés, plus W shoppers will receive a 15% discount. Complimentary bar of chocolate and an eyeglass cleaning cloth with any sunglass purchase. 11am-6pm.
- 6 Brass Monkey**  
55 Little West 12th Street (Washington & 10th Avenue)  
Celebrate your shopping success with an All Day Happy Hour: \$2 off all domestic beers and \$7 wines. 12-6pm.
- 7 Buckler**  
13 Gansevoort Street (13th & West 4th)  
Enjoy complimentary cocktails from 3-7pm, plus receive 15% off Spring/Summer 2010 and a free gift with any purchase of \$200 or more.
- 8 Calypso**  
654 Hudson Street (13th & Gansevoort)  
Enjoy a complimentary champagne reception and receive 20% off all non-sale items.
- 9 Catherine Malandrino**  
652 Hudson Street (13th & Gansevoort)  
Enjoy Solstice signature cocktails, compliments of local restaurant and bar, **Revel** from 2-4pm. Plus, receive a free gift with any purchase.
- 10 Charles Nolan**  
30 Gansevoort Street (at Hudson)  
Meet Designer Charles Nolan and have a complimentary cocktail from 2-7pm. Plus, receive 15% off all merchandise and take home a free gift with any purchase.
- 11 Crangi Family Project**  
9 Ninth Avenue (at Little West 12th)  
Meet Designer Philip Crangi from 1-5pm and receive 15% off all purchases.
- 12 Darling**  
1 Horatio Street (West 4th & 8th Avenue)  
Celebrate spring with Darling! Sip a cocktail in the garden while special guests Francesco Paladino and Amy Anton of Style Finder New York customize fresh looks from the collection of fabulous dresses and vintage accessories. 12-5pm.
- 13 DDC Lab**  
427 West 14th Street (9th & 10th Avenue)  
Enjoy spring cocktails from 11am-6pm, and check out the 'Focus on Fashion Technology' exhibits. Receive 20% off all merchandise, and take home a free tote with any purchase.
- 14 Diane Von Furstenberg**  
874 Washington Street (13th & 14th)  
Shop the latest collection and enjoy tastings from local hot spot, **STK** from 2-4pm.
- 15 The Earnest Sewn Co.**  
821 Washington Street (Little West 12th & Gansevoort)  
Receive 15% off Earnest Sewn (clothing only) and take home a free Earnest Sewn t-shirt with a purchase of a pair of denim. Plus, join us from 4-6pm for a chocolate-covered bacon tasting compliments of local hot spot, **675 Bar**.
- 16 Generra**  
823 Washington (Little West 12th & Gansevoort)  
Sip complimentary rosé wine and savor French macaroons from 12-6pm. Plus, receive 15% off regular-priced merchandise and take home a free tote bag for all purchases over \$250.
- 17 HUGO BOSS**  
400 West 14th Street (9th & 10th Avenue)  
Shop the entire HUGO BOSS collection like a star with celebrity stylist, Sarah Gore Reeves. Style Sessions will be held at 1pm and 3pm. Space is limited. Advance sign-up required. Go to the Shop W Style Lounge or email WRSVP@condenast.com.
- 18 Iris Shoes**  
827 Washington Street (Little West 12th & Gansevoort)  
Enjoy complimentary cocktails from 2-6pm. Plus, receive 15% off all merchandise and a free gift with any purchase.
- 19 Jean Shop**  
435 West 14th Street (9th & 10th Avenue)  
Today only: Free gift with any purchase.
- 20 Jussara Lee**  
11 Little West 12th Street (Washington & 9th Avenue)  
Celebrate the launch of their hand-tailored jeans and enjoy music from a live DJ and complimentary cocktails from 3-6pm.
- 21 Kimberly Taylor**  
400 West 14th Street (at 9th Avenue)  
Sip complimentary cocktails from 3-7pm. Plus, take 20% off all regular-priced merchandise.
- 22 La Perla**  
425 West 14th Street (9th & 10th Avenue)  
Enjoy a glass of complimentary wine. Plus, take 15% off regular-priced merchandise and receive a free gift with any purchase.
- 23 Massimo Bizzocchi**  
433 West 14th Street (9th & 10th Avenue)  
Catch a sneak peek of the 2010 collection by Massimo Bizzocchi, Gallotti & Postcard. Guest appearance by Designer Paul Carroll unveiling his spring dress collection. Enjoy complimentary cocktails from 4-6pm.
- 24 Michael Angelo's Wonderland Beauty Parlor**  
418 West 13th Street (Washington and 9th Avenue)  
Enjoy a complimentary Kerastase treatment with the purchase of a haircut. Plus, receive 15% off all retail purchases at Michael Angelo's Wonderland Beauty Parlor, the modeling industry's secret weapon!
- 25 Moschino**  
401 West 14th Street (9th & 10th Avenue)  
Today only: Receive 15% off any purchase.
- 26 Paige Denim**  
869 Washington Street (13th & 14th)  
Enjoy complimentary Paige cookies and receive 15% off all merchandise.
- 27 Poleci**  
32 Gansevoort Street (Hudson & Greenwich)  
Enjoy appetizers from 3-5pm, provided by neighborhood restaurant **5 Ninth** and receive 20% off any purchase from the spring collection.
- 28 Ports 1961**  
3 Ninth Avenue (at Gansevoort)  
Join us from 1-3pm for a crostini tasting, compliments of local Italian Cantina, **Corsino**. Plus, receive a free gift with any purchase.
- 29 Rubin Chapelle**  
410 West 14th Street (9th & 10th Avenue)  
Join Designers Sonja Rubin and Kip Chapelle for a cocktail reception from 4-6pm and receive a limited edition "Morris" belt with a purchase of \$800 or more.
- 30 Scoop NYC**  
861 Washington Street (13th & 14th)  
Listen to tracks spun by a live DJ and enjoy complimentary champagne from 3-7pm. Plus, receive 15% off all merchandise.
- 31 Scoop Men**  
873 Washington Street (13th & 14th)  
Enjoy complimentary champagne and beer from 3-7pm. Plus, receive 15% off all merchandise.
- 32 Scoop "Swing Shop"**  
861 Washington Street (13th & 14th)  
Enjoy complimentary champagne from 3-7pm. Plus, receive 15% off all merchandise.
- 33 Scoop Street**  
875 Washington Street (13th & 14th)  
Enjoy complimentary beer from 3-7pm. Plus, receive 15% off all merchandise.
- 34 Shelly Steffee**  
34 Gansevoort Street (Hudson & Greenwich)  
Stop in all day for a complimentary cocktail reception. Plus, receive 15% off all regular-priced merchandise and a free gift with any purchase.
- 35 Solstice Sunglasses**  
48 Ninth Avenue (14th & 15th)  
Receive \$50 off select purchases over \$195, and enter to win a \$100 gift card.
- 36 T Salon**  
459 West 15th Street (9th & 10th Avenue)  
Enjoy a complimentary Peruvian food tasting from 12-7pm. Plus, receive 50% off martinis and champagne tea cocktails all day.
- 37 Theory**  
40 Gansevoort Street (at Greenwich)  
Mix and mingle over cocktails and receive a free gift with any purchase from 11am-6pm.
- 38 Tory Burch**  
38 Little West 12th Street (Washington & 9th Avenue)  
Today only: receive 20% off all full-priced merchandise (excludes gift cards and Reva Ballerinas).
- 39 Tracy Reese**  
641 Hudson Street (Gansevoort & Horatio)  
Enjoy complimentary cocktails from 11am-6pm. Plus, meet the Tracy Reese sales team for styling ideas & trend tips for the Spring/Summer season and receive 15% off all purchases.
- 40 Trina Turk**  
67 Gansevoort Street (Washington & 9th Avenue)  
Enjoy specialty cocktails and receive 15% off on all full-priced merchandise (discount does not apply to sale or vintage items).
- 41 Vince**  
833 Washington Street (at Little West 12th)  
Stop in for a cocktail party from 11am-6pm. Take home a free cashmere/silk blend scarf as a gift with any purchase of \$200 or more.
- 42 Yigal Azrouel**  
408 West 14th Street (9th & 10th Avenue)  
Check out a Fall/Winter 2010 trunk show and meet with a in-store stylist to assist with any styling needs. Plus, receive a free gift with any purchase.
- 43 YOYA**  
636 Hudson Street (at Horatio)  
Enjoy a complimentary glass of champagne from 3-6pm. Plus, receive 20% off all merchandise.
- 44 YOYAMART**  
15 Gansevoort Street (Hudson & West 4th)  
Enjoy a complimentary glass of champagne from 3-6pm. Plus, receive 20% off all merchandise.
- 45 Zero Maria Cornejo**  
807 Greenwich Street (at Jane)  
Enjoy complimentary cocktails from 11am-6pm. Plus, receive 15% off all Resort 2010 merchandise, and take home a silk scarf gift with any purchase of \$700 or more.